

B.A./B.F.A. and M.A./M.F.A.
undergraduate, graduate

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The Department of Art's B.A./B.F.A. in Studio Arts, the B.A. in Art Education, and the B.A. in Art History respond to the University Mission's concentration on the creation, teaching, and historical and critical analysis of the visual arts.

Institutional Goal(s) Supported

These programs support the College of Arts and Letters' Division of Fine Arts in its pursuit of academic and creative excellence.

*Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success,
Assessment Results, and Use of Results*

Intended Outcome 1

In the B.F.A. program, students pursue a professional program leading to employment in the visual arts or to graduate schools offering the terminal M.F.A. degree. In the B.A. in Studio, Art History, and Art Education, students are offered a broad range of studio and art history courses designed to develop personal expertise and an aesthetic and historical understanding of their chosen field. These students are also encouraged to pursue graduate study when it is appropriate. Writing and critical analysis are incorporated into each program.

Method for Assessing Outcome 1 and Criterion for Success: The B.F.A. students are required to complete ARTS 400, which introduces them to professional activities. This course culminates in a senior show accompanied by written analysis and critiques.

Summary of Assessment Data Collected for Outcome 1: 27 students (16 in Fall semester and 11 in Spring) successfully completed ARTS 400 during the 2002-03 year. All found regional venues for their senior shows, completed postcard invitations, and mounted openings according to professional practices.

Alternate Method for Assessing Outcome 1 and Criterion for Success: Graduates gain entry into M.F.A. programs.

Summary of Assessment Data Collected, Alternate Method for Outcome 1: In Fall semester, 25 students graduated, with 30 in the Spring. While the department has not systematically compiled data on M.F.A. continuees, anecdotally 10 went on to graduate schools.

Use of Assessment Results from Intended Outcome 1 to Improve Academic Program: The department has had the ARTS 400 component in place for many years, and is pleased with the outcome of each year's class.

Intended Outcome 2

B.F.A. and B.A. students concentrating in graphic arts create graphic designs which will meet professional and creative standards. Their goals include technical proficiency with media or process and creative ability, including the ability to communicate orally and in writing.

Method for Assessing Outcome 2 and Criterion for Success: Graphic Design majors submit portfolios in the capstone professional course ARTS 401. These portfolios are evaluated by faculty and area professionals, utilizing a check-list that ranges from general competency in materials and methods to specific issues in the design field.

Summary of Assessment Data Collected for Outcome 2: This assessment in spring of 2003 combines the results of two evaluations and a review of recent employment information. Graduates from the 2003 academic year in the B.F.A. graphic design emphasis were assessed over 4 days upon completion of ARTS 401, Design Portfolio. The evaluators were Lucy Thacker, Head Designer Amerigroup, Charles Parr, Art Director Raoust + Partners of Newport News, Bart Morris, Principle Morris Design, Ron Thompson of DallaVilla Design in Norfolk, and Kenneth Fitzgerald and Robert McCullough of the ODU Art Department. In this class, approximately one-third received the highest evaluation for their technical abilities, with 15 students employed after graduation.

One trend is becoming obvious: about a fifth of the students are quite good with the creative and communications skills that are required to succeed in Graphic Design. Two-thirds are competent and fewer than ten percent are not meeting these expectations for competency as seen by the evaluators. We would clearly like to see the number of excellent students not go below a third of the graduating class. Our limited resources mandate that we find ways to screen out students who are not performing to expectations. We have discussed and implemented higher grading standards. The portfolio review for admission to the program continues to reject nearly half of all initial applicants. Since students can reapply, most of them will eventually cross the threshold of the portfolio review. They may likely relapse into their less desirable patterns of thinking and working. We are considering implementing continuance requirements for the program (which is one of the most enrolled in the department), imitating the Nursing program, which requires a B or higher in 300-400 level courses to continue; we may well implement this type of requirement before the next catalogue is published.

Intended Outcome 3

Art Education majors in the B.F.A. program will emerge from their education to become elementary and high-school teachers in the visual arts fully capable of functioning at a national level.

Method for Assessing Outcome 3 and Criterion for Success: Student teaching is assessed by at least two professionals: the Art Department's coordinator and the teacher participating in this training. The Department receives practicum scores for each graduate, a quantitative evaluation practiced across education schools. The percentage of hires is traced yearly, a qualitative evaluation.

Summary of Assessment Data Collected for Outcome 3: In 2002-03, six students completed student teaching with exceptionally high scores from both evaluators, received good scores and their practica, and graduated. 95 percent of our graduates have obtained jobs according to anecdotal evidence, and many of them are teaching in the region; at least half of this year's graduates are interviewing for jobs for the coming school year.

Use of Assessment Results from Intended Outcome 3 to Improve Academic Program: A new Art Education professor has completed his first year with ODU and will doubtless be conducting studies of the program with a view to improvements. The graduates' success this past year prove that the program is in good shape and may merely need tweaking.

Intended Outcome 4

The B.A. in Art History provides undergraduates the basic training which will allow them entry into graduate M.A. and P.hD. programs, or access to local, regional, and national art centers requiring employees at this level of education. Some students will use the degree in related fields, benefitting from the knowledge and connoisseurship it provides.

Method for Assessing Outcome 4 and Criterion for Success: A diagnostic comprehensive examination has been prepared for all art history graduates. It is to be created and judged by the art history faculty. Curriculum changes have added courses to the catalogue that were formerly taught in the 495/595 designation, enhancing the emphasis's offerings..

Summary of Assessment Data Collected for Outcome 4: In Spring 2003, the diagnostic comprehensive exam was administered to students enrolled in the survey courses, which netted responses from all departmental majors, as well as from a number of interdisciplinary minors. 40 students took the exams, 25 of them scoring quite high. The exam needs refinement for further examinations.

Alternate Method for Assessing Outcome 4 and Criterion for Success: All art history students are taking the recently added course ARTH 351 (Research Methods) to insure that they will be able to do the crucial art-historical research and writing required by the profession. A senior thesis (completed by one student to date as an independent study) is contemplated for the next catalogue, which will benefit those students going on to graduate school.

Summary of Assessment Data Collected, Alternate Method for Outcome 4: The requirement for ARTH 351 has not only served art history majors, but B.F.A. majors as well, and was regularly offered once yearly. One student (as noted above) completed a senior thesis, but entry into the catalogue was withheld until a syllabus is completed; this should appear in the next catalogue.

Intended Outcome 5

The M.F.A. students will be ready to participate in the system established in the art world as professional artists and teachers.

Method for Assessing Outcome 5 and Criterion for Success: Once the M.F.A. student has passed continuance at the end of the first year of study, a thesis show is prepared for candidacy and graduation. Faculty assessment at this level is continuous and stringent. The thesis show is a fully professional experience.

Summary of Assessment Data Collected for Outcome 5: During the 2002-03 academic year, three students went through continuance and candidacy review, all in the fall semester. At such reviews, students having completed 18 to 24 credit hours make their intentions known as to whether they wish to pursue the M.A. or M.F.A. degree. Each candidate's advisory committee, along with the rest of the graduate art faculties at both ODU and Norfolk State University, conducts a formal review of the work. All three of the candidates this year were recommended for continuance; two were recommended for candidacy to the M.F.A. degree and one for the M.A. Two students completed thesis work for the M.F.A. degree during the 2002-03 academic year, (one in the fall and one during the summer), mounting successful thesis exhibitions with accompanying written documentation and oral defenses of their work. Additionally, one of the students received a small research grant toward the mounting of a subsequent exhibition during the summer of 2003.

Use of Assessment Results from Intended Outcome 5 to Improve Academic Program: The program's success rate is calculated by the number of graduates mounting and defending thesis exhibitions (3 this year) , and by the number of transitions into candidacy for the M.F.A. (two of the three applicants for continuance this year).

Intended Outcome 6

The M.A. degree becomes a better option for those graduate students who choose not to pursue the terminal M.F.A. degree and its professional academic consequences.

Method for Assessing Outcome 6 and Criterion for Success: The Department of Art is exploring in committee means of revamping the M.A. degree to offer students a broader liberal arts focus.

Summary of Assessment Data Collected for Outcome 6: We completed a study in committee of the possibility of an expanded M.A. degree, modifying the existing M.A. in Visual Studies to include an emphasis in Art History/Art Education in addition to the one in Studio Art. A productive meeting of persons from the art faculties of both ODU and NSU took place in June of 2002 to discuss the proposal. Subsequent discussions took place, leading to a revised proposal without the art education emphasis. Ultimately, the decision was made to table the proposal, due in part to the evolving budget situation and concerns about lack of personnel. A draft of the proposal is on file in the Department, awaiting more favorable conditions.